

Bachelor's thesis „Change in presentation of men in women's magazines through the years 1998-2008“ discusses the presentation of men and the male world in women's magazines Cosmopolitan and Zena a zivot. The thesis is divided into a theoretical and practical part. In the first part the thesis deals with the theoretical background related to the topic - social and media construction of reality, representations, gender and gender stereotypes, ideologies of patriarchy, traditional gender roles in society and the characteristics of magazines for men and women. The practical part of the thesis, by using quantitative analysis, seeks to determine in relation to what issues a man in women's magazines is shown, how he behaves and how he looks. It focuses on whether the presentation of men has changed in any way during the years 1998-2008 in these magazines.